

MARK 5320.062 Advanced Marketing Fundamentals

1/13/25 to 3/1/25

Welcome

Welcome to Advanced Marketing Fundamentals, an introductory course about marketing. In this course you will dedicate approximately 3-5 hours per week, engaging with the material and your colleagues. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments. *The only exception to this will be the Marketing Plan Presentation to our client which will be scheduled at a mutually agreeable date/time for each group.* Each module provides you with information about how businesses and nonprofits use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules; help to create an environment where questions, conversation, and learning are valued; and provide you with ideas and feedback that will help you better understand the foundational principles of marketing. You will also learn from your colleagues in this course through engagement activities.

Course Overview

You will learn several content areas of marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these principles. This course should broaden your understanding by of the 4Ps, strategic marketing decisions, marketing plans, and critical thinking. You will have opportunities to participate in thought-provoking discussions to learn with and from your fellow scholars.

REQUIRED TEXT: Marketing Management by Kotler, Keller, and Chernev, 16 edition, 2022, ISBN-13:978-0-13-588715-8 or 13:9780135887158

You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments.

**Marketing
Management**

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Professor Corner

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Via Zoom Mondays 8-11am

Available by phone or via Zoom
and other days and times (days,
nights, or weekends) at your
convenience

Course is delivered asynchronously (not
live) on Canvas EXCEPT the Zoom
Marketing Plan Presentations that will
be scheduled with the client

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Course Learning Outcomes

This course provides you with the following learning opportunities:

- Apply the 4 Ps (product, price, place, promotion) in marketing strategies
- Demonstrate capabilities of building a strategic marketing plan
- Identify segmentation, target marketing, and positioning strategies
- Improve critical thinking by identifying marketing problems and providing solutions and managerial implications
- Demonstrate capabilities of building a strategic marketing plan

Assignment Overview

Knowledge Check Quizzes: Knowledge Checks are necessary to review important marketing concepts. Each of the twelve chapters will be included in a Knowledge Check Quiz consisting of multiple-choice questions, with two to three chapters per Knowledge Check Quiz. You have two attempts for each chapter Knowledge Check Quiz with only the highest score counting towards your course grade. These are designed to serve as a review of key concepts in each chapter and allowing two attempts provides you the opportunity to master these concepts through practice and learning. The Knowledge Checks are open book/open notes, but it is necessary that you understand the content prior to completing the Knowledge Checks because *you will not have sufficient time to look up all the answers*. Using any artificial intelligence (AI) or quiz software is NOT permitted. I trust that you will demonstrate integrity and respect this course requirement, and by doing so, you will help maintain the integrity of this course and value of your online degree. Copying any questions or answers on a Knowledge Check Quiz or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Midterm and Final Exams: We will have two essay exams to assess your mastery of core marketing concepts. These exams ask you to critically reflect on what you have learned. You may use your textbook and notes as a resource during the exam, but you are NOT permitted to use any form of Artificial Intelligence (AI) or plagiarism. I will be using Turnitin to check for plagiarism and AI and it will result in a zero on the exam and the incident will be reported to the university for academic dishonesty. There will be one essay question per chapter and you will have 120 minutes to complete each exam. Copying any questions or answers on the exams or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Coursera Foundations of Digital Marketing and E-commerce: It is important to understand digital marketing and e-commerce skills as well as the fundamental principles. Being able to demonstrate those skills by earning an industry certificate is valuable for many potential careers. The University of Texas at Tyler has a contract to offer industry certificates through Coursera at no cost to students and alumni. You will complete and earn a certificate in the first course of the Google Digital Marketing & E-commerce Professional Certificate (a 7-course series although you only complete the first course). You must access Coursera through the link provided on Canvas or Coursera will require you to pay for the course. You may complete the remainder of the courses if you choose, but that is optional and not graded.

Course 1 Foundations of Digital Marketing and E-commerce: This course is self-paced and it takes approximately 18 hours to complete and consists of 4 modules: Introduction to foundations of digital marketing and e-commerce (4 hours), The customer journey and the marketing funnel (4 hours), Digital marketing and e-commerce strategy (11 hours), and Measure performance success (3 hours). If you complete the required course, you will earn 50 points.

Marketing Plan Assignment: Understanding the components of an effective marketing plan is essential to demonstrate how marketing terminology and theory should be applied to a business. You will work within a group to create a marketing plan for a specific client in the East Texas community who has asked for help with marketing a new business. Your group will create a PowerPoint slide deck and schedule a time to present it live via Zoom to the client and to me at a mutually agreeable date and time the week of February 17-23, 2025. Turnitin will be used to check for plagiarism and the use of artificial intelligence (AI). You will see the report when you submit the assignment so you can make any changes prior to the grading. You are permitted to use AI, but you should state in the Comment section when you upload the assignment how and where you used AI. This assignment should demonstrate your critical thinking skills which means if you use AI you need to review the content and ensure it is correct because AI is known for inaccuracies. Please review the **Marketing Plan Grading Rubric**. You will be required to submit a group evaluation to assess group contributions and responsibilities and individual grades may be adjusted based upon group evaluations.

Discussion Assignment: Throughout this course you will be required to contribute to two discussion assignments (each worth 25 points). For each discussion assignment, you need to submit one response to my prompt and reply to two other students' responses. The Discussion Assignments provide you an opportunity to better understand how AI can be used to create marketing content. You may use any AI software (Microsoft CoPilot, ChatGPT, etc.). Please review the **Discussion Assignment Grading Rubric** prior to submitting your responses. Only your posts and replies posted before the due date will be considered when determining your grade.

Building Our Community

Community building is an important component for meeting our course outcomes. To ensure a productive and collegial learning experience for all students, we need everyone to do their best to:

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the class discussions.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. To get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students to increase the depth of discussions.
- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.
- **Use an appropriate tone and language.** In online environments without verbal or physical cues, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use when discussing topics in class.

Evaluation

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|---|-----|
| Knowledge Check Quiz #1 (Chapters 1, 2, & 3) | 30 |
| Knowledge Check Quiz #2 (Chapters 5 & 6) | 20 |
| Knowledge Check Quiz #3 (Chapters 7 & 8) | 20 |
| Knowledge Check Quiz #4 (Chapters 10, 11, & 12) | 30 |
| Knowledge Check Quiz #5 (Chapters 15 & 17) | 20 |
| Midterm Exam (Chapters 1, 2, 3, 5, 6, 7 & 8) | 100 |
| Final Exam (Chapters 10, 11, 12, 15 & 16) | 100 |
| Coursera Google Foundations of Digital Marketing & E-commerce Certificate | 50 |
| Group Marketing Plan Assignment (with group evaluation) | 100 |
| 2 Discussion Assignments (each worth 25 points) | 50 |
| Total Possible Points | 520 |

A= 466-520 points (89.6%-100%), B= 414-465 points (79.6%-89.4%), C= 362-413 points (69.6%-79.4%), D= 310-361 points (59.6%-69.6%), F= 0-309 points (0%-59.4%)

*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me **prior** to the due date and let me know that you need special consideration to submit the assignment after the due date.

For all other university syllabus policies, please refer to the Syllabus module in Canvas.

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Course Schedule 1/13/25 – 3/1/25

Modules will open one week early (except Module 1) to give you added flexibility to work on your assignments

| Module | Dates | Topics | Chapters/Exams/Assignments |
|------------------|-------------|--|--|
| 1 | 1/13 – 1/19 | Introduction to Marketing, Marketing Planning, Consumer Behavior | Chapter 1 - Defining Marketing for the New Realities Chapter 2 - Marketing Planning and Management Chapter 3 - Analyzing Consumer Markets <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Chapter 2 <i>Watch Video lecture</i> Chapter 3 Knowledge Check Quiz #1 (Chapters 1, 2, & 3) due no later than 11:59 p.m. CST Sunday, January 19th |
| 2 | 1/20 - 1/26 | Digital Marketing – Google certificate, Marketing Plan | Coursera Google Foundations of Digital Marketing & E-commerce Certificate <i>Watch Video lecture</i> Digital Marketing Google Certificate Assignment <i>Watch Video lecture</i> Marketing Plan Assignment <i>Watch Video Interview</i> with Client Discussion Assignment 1 due no later than 11:59 p.m. CST Sunday, January 26th |
| 3 | 1/27 – 2/2 | Marketing Research, Market Segmentation, Target Marketing | Chapter 5 - Conducting Marketing Research Chapter 6 – Identifying Market Segments and Target Customers <i>Watch Video lecture</i> – Chapter 5 <i>Watch Video lecture</i> – Chapter 6 Knowledge Check Quiz # 2 (Chapters 5 & 6) due no later than 11:59 p.m. CST Sunday, February 2nd Discussion Assignment 2 due no later than 11:59 p.m. CST Sunday, February 2nd |
| 4 | 2/3 – 2/9 | Value Proposition, Positioning, Product Development, Knowledge Comprehension | Chapter 7 – Crafting a Customer Value Proposition and Positioning Chapter 8 – Designing and Managing Products <i>Watch Video lecture</i> – Chapter 7 <i>Watch Video lecture</i> – Chapter 8 Knowledge Check Quiz #3 (Chapters 7 & 8) due no later than 11:59 p.m. CST Sunday, February 9th Midterm Exam (1, 2, 3, 5, 6, 7, & 8) essay exam due no later than 11:59 p.m. CST Sunday, February 9th |
| 5 & 2 | 2/10 – 2/16 | Branding, Google Certificate | Chapter 10 – Building Strong Brands <i>Watch Video lecture</i> – Chapter 10 Coursera Google course due no later than 11:59 p.m. CST Sunday, February 16th |
| 6 & 2 | 2/17 – 2/23 | Pricing, Sales Promotion, Marketing Communications Marketing Plan | Chapter 11 - Managing Pricing and Sales Promotions Chapter 12 – Managing Marketing Communications <i>Watch Video lecture</i> – Chapter 11 <i>Watch Video lecture</i> – Chapter 12 Knowledge Check Quiz #4 (Chapters 11 & 12) due no later than 11:59 p.m. CST Sunday, February 23rd Group Marketing Plan Presentations live via Zoom due no later than 11:59 p.m. CST Sunday, February 23rd (schedule with client and Dr. Camp at mutually agreed upon date/time this week) |
| 7 | 2/24 - 3/1 | Distribution Channels, Competitive Markets, Knowledge Comprehension | Chapter 15 – Designing and Managing Distribution Channels Chapter 17 – Driving Growth in Competitive Markets <i>Watch Video lecture</i> – Chapter 15 <i>Watch Video lecture</i> – Chapter 17 Knowledge Check Quiz #5 (Chapters 15 & 17) due no later than 11:59 p.m. CST SATURDAY, March 1st, Chapters 10, 11, 12, 15 & 17) essay exam due no later than 11:59 p.m. CST SATURDAY, March 1st |